

# CONSOLIDATED FINANCIAL HIGHLIGHTS



Aug 14th, 2009

Company code number: 3730  
 ( URL : <http://www.macromill.com/>)  
 Shares traded: Tokyo Stock Exchange , 1st section  
 Company Representative: Tetsuya Sugimoto, Chairman and President  
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 Date of annual general meeting of shareholders: September 29<sup>th</sup>, 2009  
 Planned date of dividend payments: September 30<sup>th</sup>, 2009  
 Planned FSA filing submission date: September 30<sup>th</sup>, 2009  
 Adoption of U.S. accounting standards: None

## 1. Consolidated operating results ( July 1, 2008 to June 30, 2009 )

### (1) Consolidated financial results

(In millions of yen, with fractional amounts discarded)

(Percent figures show projected year-on-year change for previous year)

	Net sales		Operating income		Ordinary income		Net income	
	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%
June 30, 2009	7,755	4.6	1,745	(19.0)	1,753	(18.7)	941	(19.4)
June 30, 2008	7,413	16.0	2,154	9.4	2,157	8.7	1,167	10.5

	Net income per share	Net income per share (diluted)	Return on equity ratio	Ratio of ordinary income to total assets	Ratio of operating income to net sales
	(Yen)	(Yen)	%	%	%
June 30, 2009	7,431.26	-	17.4	24.0	22.5
June 30, 2008	9,084.89	9,083.24	23.3	31.5	29.1

(Note) Gains or losses on investments through equity method accounting:

June 2009 term: (33)million yen      June 2008 term: - million yen

### (2) Consolidated financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	(Millions of yen)	(Millions of yen)	%	(yen)
June 30, 2009	7,249	5,909	75.1	44,088.29
June 30, 2008	7,350	5,841	73.4	41,952.87

(Note) Total equity      June 2009 term: 5,447million yen      June 2008 term: 5,394million yen

### (3) Consolidated cash flow statements

	Cash flows from operating activities	Cash flows from investing activities	Cash flows from financing activities	Cash and cash equivalents , End of year
	(Millions of yen)	(Millions of yen)	(Millions of yen)	(Millions of yen)
June 30, 2009	1,133	(922)	(843)	2,842
June 30, 2008	1,483	(1,253)	(329)	3,497

## 2. Dividends

(Record date)	Annual dividend per share			Total dividend paid (annual) (Millions of yen)	Dividend payout ratio (Consolidated) %	Dividend/net assets (Consolidated) %
	Interim (Yen)	End of term (Yen)	Annual (Yen)			
June 30, 2008	1,200.00	1,600.00	2,800.00	360	30.8	7.2
June 30, 2009	1,500.00	1,800.00	3,300.00	413	44.4	7.7
June 30, 2010 (Forecast)	1,500.00	1,800.00	3,300.00	-	35.8	-

## 3. Consolidated forecasts for June 2009 term (From July 1, 2008 to June 30, 2009)

(Percent figures show projected year-on-year change for relevant period)

	Net sales		Operating income		Ordinary income		Net income		Net income per share
	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%	(Yen)
Interim term	3,933	(3.6)	913	(7.6)	938	(2.4)	517	4.5	4,184.20
Annual	8,067	4.0	2,008	15.1	2,058	17.4	1,139	20.9	9,218.19

## 4. Others

(1) Changes in major subsidiary status during period under review (affecting specific subsidiaries due to changes in scope of consolidation): None

(2) Changes in principles/methods of accounting treatment, presentation method or other items related to preparation of consolidated financial statements (basis of presentation and significant accounting policies)

1) Changes related to revision of accounting standards: Yes

2) Changes other than those included in 1) above: None

(3) Number of outstanding shares (Common share)

1) Number of outstanding shares at end of term (including treasury stock):

June 30, 2009: 128,586 shares

June 30, 2008: 128,586 shares

2) Number of treasury stock at end of term:

June 30, 2009: 5,026 shares

June 30, 2008: - shares

(Note) Please refer to p.11 ("Per share information") regarding the number of shares used as the basis for the calculation of net income per share (consolidated).

## (Reference) Non-consolidated operating results

### 1. Non-consolidated operating results (July 1, 2008 to June 30, 2009)

#### (1) Non-consolidated financial results

(Percentage figures show projected year-on-year change for previous year)

	Net sales		Operating income		Ordinary income		Net income	
	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%	(Millions of yen)	%
June 30, 2009	6,866	7.8	1,758	(12.3)	1,811	(10.8)	1,054	(11.8)
June 30, 2008	6,372	17.2	1,853	8.3	1,857	9.4	1,195	9.9

	Net income per share	Net income per share (diluted)
	(Yen)	(Yen)
June 30, 2009	8,319.03	-
June 30, 2008	9,295.72	9,294.03

#### (2) Non-consolidated financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	(Millions of yen)	(Millions of yen)	%	(Yen)
June 30, 2009	6,915	5,675	81.6	45,640.86
June 30, 2008	6,857	5,478	79.5	42,373.15

(Note) Total equity June 2009 term: 5,639million yen June 2008 term:5,448 million yen

#### \* Disclaimer regarding appropriate use of forecasts and related points of note

The above forecasts were based on information that was available as of the day of this announcement and on assumptions made as of the same day regarding a number of uncertainties that could affect future financial performance. Actual results could differ considerably depending on a variety of factors hereafter.

**Consolidated Balance Sheets**

(Thousands of yen)

Description	As of June 30, 2008	As of June 30, 2009
	Amount	Amount
<b>Assets</b>		
Current assets		
Cash and deposits	3,497,051	2,842,041
Notes and accounts receivable-trade	1,377,248	1,460,717
Inventories	10,732	-
Work in process	-	7,112
Supplies	-	2,887
Deferred tax assets	229,079	256,582
Other	130,297	136,023
Allowance for doubtful accounts	(1,800)	(1,205)
Total current assets	5,242,608	4,704,160
Noncurrent assets		
Property, plant and equipment		
Buildings and structures, net	51,057	73,324
Tools, furniture and fixtures, net	157,762	136,455
Construction in progress	1,832	16,340
Total property, plant and equipment	210,653	226,121
Intangible assets		
Software	479,398	455,088
Goodwill	217,914	108,957
Other	22,336	17,023
Total intangible assets	719,649	581,069
Investments and other assets		
Investment securities	824,497	1,416,413
Other	352,821	323,243
Allowance for doubtful accounts	-	(1,317)
Total investments and other assets	1,177,319	1,738,339
Total noncurrent assets	2,107,622	2,545,530
Total assets	7,350,231	7,249,691

(Thousands of yen)

Description	As of June 30, 2008	As of June 30, 2009
	Amount	Amount
Liabilities		
Current liabilities		
Accounts payable-other	369,663	314,505
Income taxes payable	521,450	326,518
Allowance for panelists-points	451,480	543,232
Other	166,039	155,667
Total current liabilities	1,508,633	1,339,923
Total liabilities	1,508,633	1,339,923
Net assets		
Shareholders' equity		
Capital stock	930,358	930,358
Capital surplus	963,899	963,899
Retained earnings	3,559,376	4,097,676
Treasury stock	-	(447,796)
Total shareholders' equity	5,453,634	5,544,138
Valuation and translation adjustments		
Valuation difference on available-for-sale securities	(51,613)	(70,163)
Foreign currency translation adjustment	(7,468)	(26,426)
Total valuation and translation adjustments	(59,082)	(96,589)
Subscription rights to shares	30,314	36,377
Minority interests	416,731	425,840
Total net assets	5,841,598	5,909,767
Total liabilities and net assets	7,350,231	7,249,691

**Consolidated Statements of Income**

(Thousands of yen)

Description	As of June 30, 2008	As of June 30, 2009
	Amount	Amount
Net sales	7,413,222	7,755,714
Cost of sales	3,291,149	3,730,149
Gross profit	4,122,073	4,025,564
Selling, general and administrative expenses	1,967,792	2,280,361
Operating income	2,154,280	1,745,203
Non-operating income		
Interest income	35,234	54,523
Dividends income	-	4,285
Other	3,258	7,231
Total non-operating income	38,492	66,039
Non-operating expenses		
Interest expenses	683	267
Loss on transfer of accounts receivable	6,320	3,626
Loss on cancellation of leasehold contracts	3,532	-
Foreign exchange losses	23,839	19,630
Equity in losses of affiliates	-	33,294
Other	533	978
Total non-operating expenses	34,910	57,799
Ordinary income	2,157,862	1,753,444
Extraordinary loss		
Loss on retirement of noncurrent assets	364	25,096
Loss from liquidation of provision of allowance for panelists-points	8,636	-
Total extraordinary losses	9,001	25,096
Income before income taxes and minority interests	2,148,861	1,728,347
Income taxes-current	961,858	789,969
Income taxes-deferred	(44,108)	(26,613)
Total income taxes	917,749	763,356
Minority interests in income	63,144	23,234
Net income	1,167,967	941,756

**Consolidated Statements of Changes in Shareholders' equity**

(Thousands of yen)

Description	As of June 30, 2008 Amount	As of June 30, 2009 Amount
<b>Shareholders' equity</b>		
Capital stock		
Balance at the end of previous period	928,616	930,358
Changes of items during the period		
Issuance of new shares	1,741	-
Total changes of items during the period	1,741	-
Balance at the end of current period	930,358	930,358
Capital surplus		
Balance at the end of previous period	963,539	963,899
Changes of items during the period		
Issuance of new shares	360	-
Total changes of items during the period	360	-
Balance at the end of current period	963,899	963,899
Retained earnings		
Balance at the end of previous period	2,725,538	3,559,376
Changes of items during the period		
Dividends from surplus	(334,130)	(397,125)
Net income	1,167,967	941,756
Change of scope of consolidation	-	(6,330)
Total changes of items during the period	833,837	538,300
Balance at the end of current period	3,559,376	4,097,676
Treasury stock		
Balance at the end of previous period	-	-
Changes of items during the period		
Purchase of treasury stock	-	(447,796)
Total changes of items during the period	-	(447,796)
Balance at the end of current period	-	(447,796)
Total shareholders' equity		
Balance at the end of previous period	4,617,695	5,453,634
Changes of items during the period		
Issuance of new shares	2,101	-
Dividends from surplus	(334,130)	(397,125)
Net income	1,167,967	941,756
Purchase of treasury stock	-	(447,796)
Change of scope of consolidation	-	(6,330)
Total changes of items during the period	835,938	90,504
Balance at the end of current period	5,453,634	5,544,138
Valuation and translation adjustments		
Valuation difference on available-for-sale securities		
Balance at the end of previous period	-	(51,613)

Description	As of June 30, 2008 Amount	As of June 30, 2009 Amount
Changes of items during the period		
Net changes of items other than shareholders' equity	(51,613)	(18,549)
Total changes of items during the period	(51,613)	(18,549)
Balance at the end of current period	(51,613)	(70,163)
Foreign currency translation adjustment		
Balance at the end of previous period	409	(7,468)
Changes of items during the period		
Net changes of items other than shareholders' equity	(7,878)	(18,958)
Total changes of items during the period	(7,878)	(18,958)
Balance at the end of current period	(7,468)	(26,426)
Total valuation and translation adjustments		
Balance at the end of previous period	409	(59,082)
Changes of items during the period		
Net changes of items other than shareholders' equity	(59,492)	(37,507)
Total changes of items during the period	(59,492)	(37,507)
Balance at the end of current period	(59,082)	(96,589)
Subscription rights to shares		
Balance at the end of previous period	12,125	30,314
Changes of items during the period		
Net changes of items other than shareholders' equity	18,188	6,062
Total changes of items during the period	18,188	6,062
Balance at the end of current period	30,314	36,377
Minority interests		
Balance at the end of previous period	362,423	416,731
Changes of items during the period		
Net changes of items other than shareholders' equity	54,308	9,109
Total changes of items during the period	54,308	9,109
Balance at the end of current period	416,731	425,840
Total net assets		
Balance at the end of previous period	4,992,654	5,841,598
Changes of items during the period		
Issuance of new shares	2,101	-
Dividends from surplus	(334,130)	(397,125)
Net income	1,167,967	941,756
Purchase of treasury stock	-	(447,796)
Change of scope of consolidation	-	(6,330)
Net changes of items other than shareholders' equity	13,004	(22,334)
Total changes of items during the period	848,943	68,169
Balance at the end of current period	5,841,598	5,909,767



**Consolidated statements of cash flow**

(Thousands of yen)

Description	As of June 30, 2008	As of June 30, 2009
	Amount	Amount
Net cash provided by (used in) operating activities		
Income before income taxes and minority interests	2,148,861	1,728,347
Depreciation and amortization	214,293	276,057
Amortization of goodwill	108,957	108,957
Increase (decrease) in allowance for doubtful accounts	(1,137)	722
Increase/decrease in allowance for panelists-points	121,988	91,752
Interest and dividends income	(35,234)	(58,808)
Interest expenses	683	267
Foreign exchange losses (gains)	4,224	16,191
Equity in (earnings) losses of affiliates	-	33,294
Loss on retirement of noncurrent assets	364	25,096
Decrease (increase) in notes and accounts receivable-trade	(161,763)	(90,203)
Decrease (increase) in inventories	(5,002)	872
Increase (decrease) in accounts payable-other	84,235	(63,378)
Increase (decrease) in accrued consumption taxes	(21,911)	(6,408)
Other, net	(18,372)	14,407
Subtotal	2,440,188	2,077,170
Interest and dividends income received	29,458	42,085
Interest expenses paid	(683)	(267)
Income taxes paid	(985,174)	(985,478)
Net cash provided by (used in) operating activities	1,483,788	1,133,509
Net cash provided by (used in) investing activities		
Purchase of short-term investment securities	-	(186,000)
Proceeds from sales and redemption of securities	-	200,000
Purchase of property, plant and equipment	(107,414)	(119,461)
Purchase of software	(179,877)	(139,949)
Purchase of investment securities	(818,179)	(692,273)
Proceeds from collection of lease and guarantee deposits	-	32,955
Payments for lease and guarantee deposits	(149,264)	(3,279)
Other, net	881	(14,508)
Net cash provided by (used in) investing activities	(1,253,854)	(922,516)
Net cash provided by (used in) financing activities		
Increase in short-term loans payable	800,000	300,000
Decrease in short-term loans payable	(800,000)	(300,000)
Cash dividends paid	(331,656)	(395,231)
Proceeds from issuance of common stock	1,934	-
Purchase of treasury stock	-	(448,759)
Net cash provided by (used in) financing activities	(329,722)	(843,990)
Effect of exchange rate change on cash and cash equivalents	(16,334)	(43,418)
Net increase (decrease) in cash and cash equivalents	(116,121)	(676,416)
Cash and cash equivalents at beginning of period	3,613,173	3,497,051
Increase (decrease) in cash and cash equivalents resulting from change of scope of consolidation	-	21,406
Cash and cash equivalents at end of period	3,497,051	2,842,041

**(Per share information)**

	(Yen)	June 30, 2008	June 30, 2009
Net assets per share		41,952.87	44,088.29
Net income per share		9,084.89	7,431.26
Fully diluted net income per share		9,083.24	-

(Note) The basic facts underlying calculations of net income per share are as follows.

	(Thousands of yen)	June 30, 2008	June 30, 2009
Net income		1,167,967	941,756
Amount not attributable to common shareholders		-	-
Net income per common share		1,167,967	941,756
Average number of shares outstanding during term (number of shares)		128,562	126,729

**Supplementary Information**

(Thousands of yen)

Description	June 30, 2009 Amount	Increase (Decrease) %
Automatic research	4,447,309	2.0
Tabulation	403,951	6.3
Analysis	495,268	16.3
Group interview	329,908	36.3
Customized research	690,023	9.7
Global research	782,775	(15.9)
Mobile research	75,845	(6.9)
Other	530,631	45.5
Total	7,755,714	4.6

Note: Consumption tax is excluded from the amounts.

**Non-Consolidated Balance sheets**

(Thousands of yen)

Description	As of June 30, 2008	As of June 30, 2009
	Amount	Amount
<b>Assets</b>		
Current assets		
Cash and deposits	2,852,420	2,079,580
Notes receivable-trade	42,995	51,294
Accounts receivable-trade	1,123,644	1,289,104
Work in process	4,677	5,964
Supplies	2,583	2,887
Prepaid expenses	81,395	85,823
Deferred tax assets	222,707	246,496
Other	19,575	28,160
Allowance for doubtful accounts	(1,800)	(1,205)
Total current assets	4,348,198	3,788,106
Noncurrent assets		
Property, plant and equipment		
Buildings	72,401	112,046
Accumulated depreciation	(33,098)	(47,654)
Buildings, net	39,303	64,391
Tools, furniture and fixtures	303,986	363,754
Accumulated depreciation	(170,366)	(242,080)
Tools, furniture and fixtures, net	133,620	121,674
Construction in progress	1,832	16,340
Total property, plant and equipment	174,756	202,406
Intangible assets		
Design right	170	120
Software	404,960	375,590
Software in progress	14,425	2,340
Total intangible assets	419,556	378,051
Investments and other assets		
Investment securities	794,214	1,270,071
Stocks of subsidiaries and affiliates	811,250	866,019
Bonds of subsidiaries and affiliates	-	131,203
Lease and guarantee deposits	272,724	228,009
Claims provable in bankruptcy, claims provable in rehabilitation and other	-	1,317
Deferred tax assets	37,265	51,166
Allowance for doubtful accounts	-	(1,317)
Total investments and other assets	1,915,453	2,546,470
Total noncurrent assets	2,509,766	3,126,928
Total assets	6,857,965	6,915,034

(Thousands of yen)

Description	As of June 30, 2008	As of June 30, 2009
	Amount	Amount
<b>Liabilities</b>		
Current liabilities		
Accounts payable-other	324,430	291,975
Accrued expenses	13,503	16,865
Income taxes payable	496,578	318,470
Accrued consumption taxes	56,109	45,684
Advances received	39,063	32,668
Allowance for panelists-points	435,469	519,825
Other	13,902	13,783
Total current liabilities	1,379,056	1,239,272
Total liabilities	1,379,056	1,239,272
<b>Net assets</b>		
Shareholders' equity		
Capital stock	930,358	930,358
Capital surplus		
Legal capital surplus	963,899	963,899
Total capital surpluses	963,899	963,899
Retained earnings		
Other retained earnings		
Retained earnings brought forward	3,605,949	4,263,086
Total other earned surplus	3,605,949	4,263,086
Total earned surpluses	3,605,949	4,263,086
Treasury stock	-	(447,796)
Total shareholders' equity	5,500,207	5,709,548
Valuation and translation adjustments		
Valuation difference on available-for-sale securities	(51,613)	(70,163)
Total valuation and translation adjustments	(51,613)	(70,163)
Subscription rights to shares	30,314	36,377
Total net assets	5,478,908	5,675,762
Total liabilities and net assets	6,857,965	6,915,034

**Non-Consolidated Statements of income**

(Thousands of yen)

Description	As of June 30, 2008	As of June 30, 2009
	Amount	Amount
Net sales	6,372,143	6,866,050
Cost of sales	2,783,731	3,316,349
Gross profit	3,588,411	3,549,700
Selling, general and administrative expenses	1,582,140	1,791,143
Operating income	2,006,271	1,758,557
Non-operating income		
Interest income	4,869	3,833
Interest on securities	29,123	49,173
Dividends income	-	4,285
Other	2,103	281
Total non-operating income	36,096	57,573
Non-operating expenses		
Interest expenses	683	267
Loss on transfer of accounts receivable	6,320	3,626
Loss on cancellation of leasehold contracts	3,532	-
Commission for purchase of treasury stock	-	962
Other	166	33
Total non-operating expenses	10,703	4,891
Ordinary income	2,031,664	1,811,239
Extraordinary loss		
Loss on retirement of noncurrent assets	315	24,346
Total extraordinary losses	315	24,346
Income before income taxes	2,031,348	1,786,892
Income taxes-current	882,821	757,589
Income taxes-deferred	(46,544)	(24,959)
Total income taxes	836,276	732,630
Net income	1,195,072	1,054,262